



DEPARTMENT OF THE NAVY
OFFICE OF THE CHIEF OF NAVAL OPERATIONS
2000 NAVY PENTAGON
WASHINGTON, D.C. 20350-2000

IN REPLY REFER TO

OPNAVINST 1650.23D
N46
19 Dec 03

OPNAV INSTRUCTION 1650.23D

From: Chief of Naval Operations

Subj: PRESIDENTIAL COMMANDER IN CHIEF'S ANNUAL AWARD FOR
INSTALLATION EXCELLENCE

Encl: (1) Shore Installation Management Core Business Model
(2) Presidential CINC Installation Excellence Award
Submission Guidelines
(3) Sample Installation Summary

1. Purpose. To issue guidelines and criteria for U.S. Navy participation in the Presidential Commander in Chief's (CINC) Annual Award for Installation Excellence.

2. Cancellation. OPNAVINST 1650.23C.

3. Summary of Changes. Significant revisions in this instruction include:

a. Changes have been made to the submission and selection process as a result of the establishment of Commander, Navy Installations (CNI).

b. The cash award has been decreased to \$100,000.

c. Award criteria are now based on the Shore Installation Management Core Business Model (enclosure (1)).

d. Automatic eligibility of the incumbent award winner is eliminated.

e. Installations selected as finalists will not be required to give a command presentation in Washington, DC.

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f. A one-page summary about the installation is now required in the nomination package.

4. Background. Established in 1984, the CINC Installation Excellence Award recognizes the outstanding efforts of personnel in the operation and maintenance of U.S. military installations worldwide. The award recognizes one installation from each Service and the Defense Logistics Agency (DLA) that has made the best use of available resources to accomplish its assigned mission and has focused on innovative management actions to increase the productivity of its work force as well as enhance the quality of life for personnel. The Office of the Secretary of Defense (OSD) has overall responsibility for this program and each Service plus DLA establishes procedures and guidelines to select its winner.

5. Eligibility. All U.S. Navy shore installations are eligible to apply.

6. Award Period. The award recognizes accomplishments in the fiscal year preceding the year of award (e.g., nomination packages submitted in 2004 address performance in FY 2003).

7. Action. Use enclosures (1) through (3) as guidance to nominate installations for the CINC Installation Excellence Award. In addition, the following activities shall take appropriate action as indicated.

a. Installation Commanders shall submit their nomination package to their Regional Commander.

b. Regional Commanders shall select one nominee, and endorse and submit the nomination package per enclosure (2).

c. CNI shall:

(1) Form the Installation Excellence Award Board comprised of five senior officers or civilians (O-5/GS-13 or above) from CNI. The board will review the nomination packages and select a winner.

(2) Forward the winner's name and package to Deputy Chief of Naval Operations (Fleet Readiness & Logistics) (OPNAV N4) for approval.

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(3) As directed by OSD, provide the name of the winning installation, the nomination package, input for the President's congratulatory letter, the Special Recognition Certificates, inputs for the program, photographs for concourse display, and attendee list to the OSD CINC Installation Excellence Award Program Manager.

(4) Draft a message release for DCNO (Fleet Readiness & Logistics) (OPNAV N4) announcing the winner. The message will be released only after the Secretary of Defense's office has approved release.

(5) Assist with coordination of local travel and lodging for representatives from the winning installation attending the CINC Installation Excellence Award Ceremony.

(6) Distribute CINC Installation Excellence Special Recognition certificates to all installations nominated by the Regional Commanders.

8. Awards Description

a. The Secretary of Defense (or designated representative) honors each Service's winning installation during a ceremony held at the Pentagon annually in May. The winning installation receives:

(1) An inscribed Installation Excellence Trophy for retention by the winning installation.

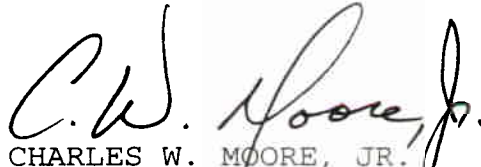
(2) An Installation Excellence Flag which may be flown for one year from the date of the award ceremony.

(3) A congratulatory letter signed by the President.

b. The winning installation also receives \$100,000, which is transferred directly to its Operations and Maintenance account.

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9. Report. The reporting requirement contained in this instruction is exempt from reports control per SECNAVINST 5214.2B.



CHARLES W. MOORE, JR.

Deputy Chief of Naval Operations
(Fleet Readiness and Logistics)

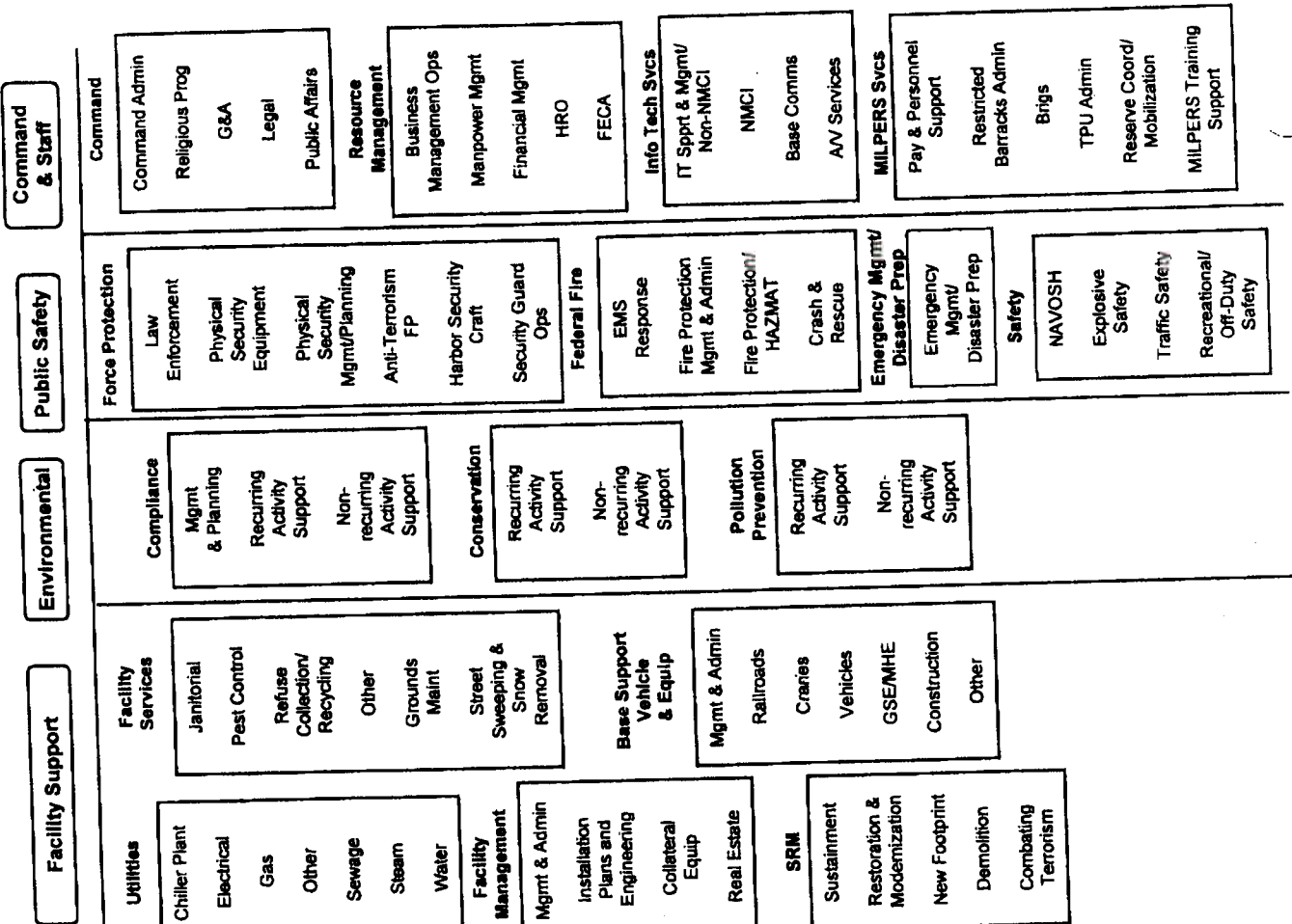
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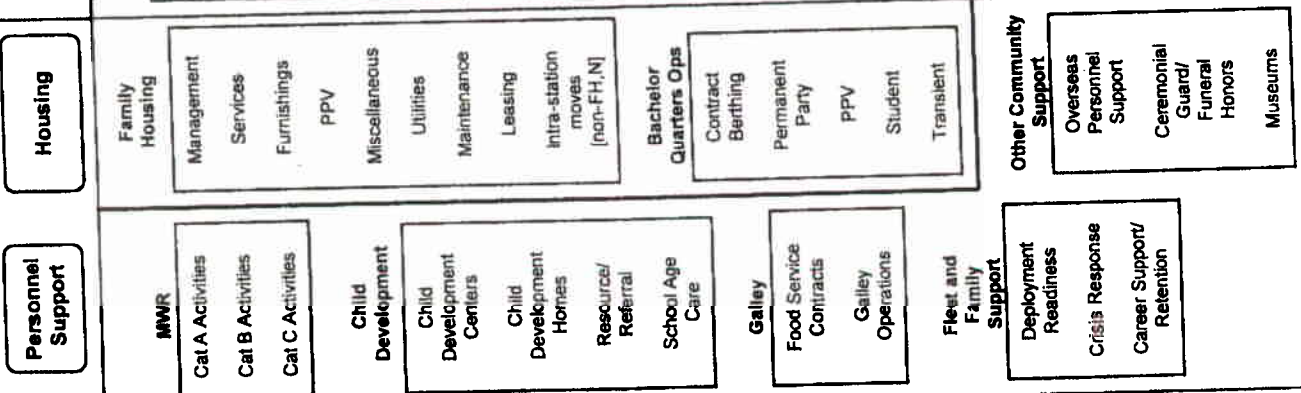
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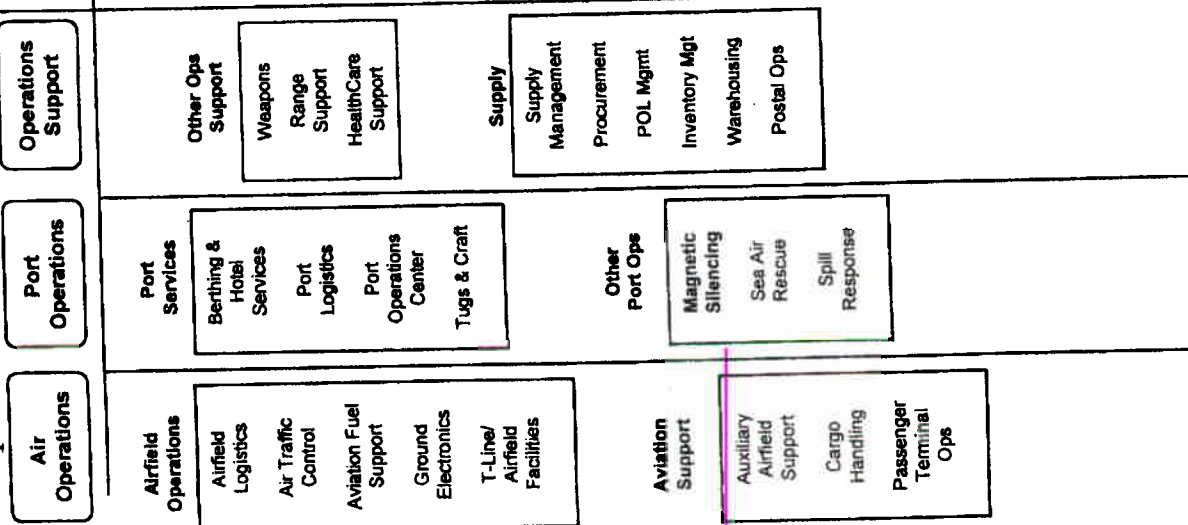
Base Support



Community Support



Operating Forces Support



Shore Installation Core
Business Model

**CINC Installation Excellence Award
Submission Guidelines**

1. Submission Instructions

a. Installations shall submit nomination packages to Commander, Navy Installations (CNI) via their Regional Command. Installations shall provide three original nomination packages in three-ring binders.

b. Each Regional Command shall submit its nomination package with Regional Commander's endorsement to CNI. The package should include a Regional Command point of contact (name, phone number, and e-mail address).

c. Packages should be sent to one of the following addresses:

Via FEDEX/UPS:

Commander, Navy Installations
2211 South Clark Place (CP5, 4th Floor)
Arlington, VA 22202

Via the U.S. Postal Service:

Commander, Navy Installations
2000 Navy Pentagon (CP5)
Washington, D.C. 20350-2000

d. Packages must arrive at CNI by the second Friday in February. Packages received after this date will be returned to the Regional Command.

2. Nomination Package Content. Each nomination package shall be organized as follows, with a maximum of five pages:

a. Regional Command endorsement briefly describing how the nominated installation has done the best job with its resources to sustain its mission, increase productivity of its workforce, and enhance quality of life for its personnel.

b. Page 1 shall contain:

- (1) Installation's name and location
- (2) Commanding Officer's name
- (3) Installation's mission statement
- (4) Nearest civilian community's name and location
- (5) Names of interested members of Congress
- (6) Names of principal local newspapers and radio and television stations
- (7) Installation point of contact, including name, phone number, and e-mail address

c. Pages 2-5 shall address how the installation has best supported its assigned mission within the framework of enclosure (1), the Shore Installation Management Core Business Model, (applicable areas only). The focus should be on imaginative and innovative management actions that promoted support to the fleet through enhancements in readiness, quality of life, quality of service, and business processes. The narrative should describe key initiatives, achievements, and improvements that contributed to overall installation management and sustained base operations excellence.

Topics include, but are not limited to:

- (1) Business process improvements/Workforce productivity enhancements
- (2) Improvements to work environment or physical plant
- (3) Quality of life initiatives or improvements
- (4) Customer service
- (5) Team-building, communication, and unit cohesiveness initiatives

- (6) Community relations and participation
- (7) Occupational safety and health programs
- (8) Environmental stewardship
- (9) Other significant accomplishments

Ensure that all topics addressed are discussed in relation to the applicable functional areas (e.g., Airfield Operations, Supply, MWR, etc.) of the Shore Installation Core Business Model.

Identify any awards received by the installation; they should be identified in the narrative under the pertinent functional area. Provide the date the award was received and the year(s) to which the award applies. Include copies of the awards as enclosures.

d. Three sets of six to eight original 8x10 inch, high quality color photographs. Due to problems associated with digital photographs, if digital photos are submitted, they must be either high quality printed photos or in a high resolution format on a photo CD.

The photographs should support the nomination's narrative, such as comments on base appearance, new facilities, etc. Also, provide a four to six line caption (in 12 or 14 point) describing each photograph.

e. A one-page summary about the installation. The following format should be used: 10-12 point, Times New Roman, single spaced, fully justified, landscape page setting, with margin settings: top 0.5, bottom 0.4, left 0.5, right 5.8. Text should be written in past tense. See enclosure (3) for a sample. (NOTE: Due to publishing requirements, the margins in the sample summary are not as directed above.)

Sample Installation Summary

NAVAL AIR STATION, PENSACOLA FLORIDA

The mission of Naval Air Station Pensacola (NASP) is to provide superior training and a quality environment to its 121 tenant commands, encompassing more than 1600 buildings and 21,000 military and civilian personnel.

Installation maintenance is a monumental task aboard NASP since many of its buildings date back to the late 19th century. In conjunction with the Navy Public Works Center, NASP developed a robust Facility Program that included "Self-Help" projects. This initiative enabled the installation to save over \$5 million in labor costs by using available base personnel as an integral part of building maintenance.

NAS Pensacola continues to be a leader in the management of natural resources. Using student volunteers, its Environmental Department planted over 5,000 sea oats and wetland plants for shoreline stabilization and is involved in several ecologic partnerships with the Florida Department of Environmental Protection and the National Park Service.

As a premier military installation in northwest Florida, NASP is privileged to maintain an outstanding relationship with the community. Over 1,600 military and civilian personnel volunteered over 30,000 hours of their own time to more than 120 community service projects. The base also hosted 94 Junior Reserve Officer Training Corps (JROTC) visits and the National Naval JROTC Field Meet involving 1,500 cadets. Further, the base was the site of the annual Blue Angels Homecoming Air Show, drawing 170,000 spectators.

NAS Pensacola has developed the reputation as being a "World Class Customer Service Organization." The bachelor quarters and food service operations have each garnered the Navy's top awards for customer service -- the Admiral Zumwalt and the Captain Edward E. Ney awards, respectively. Its port facility, capable of accommodating ships up to and including aircraft carriers, received over 30 ship visits during the past year while the Air Operations Department hosted two dozen units on training detachments.